

Phase 2 Public Engagement Strategy: Virtual Open House

OahuMPO held three virtual open house meetings to provide an opportunity for the public to get to know OahuMPO, what we do, and how to get involved in our planning efforts. The two purposes of the virtual open house was: (1) to help build relationships with members of the public prior to asking for formal feedback for the ORTP and (2) to help provide the public a basic understanding of transportation planning, so that when we solicit feedback, they may provide more informed comments.

Staff scheduled the virtual open houses during three different dates and times, with the goal being to provide provide accessibility for various demographics to participate:

- Thursday, November 12th - 11:30AM-1:00PM
- Thursday, November 12th - 6:00PM-7:30PM
- Saturday, November 21st - 10:30AM-12:00PM

. The structure of the open houses included introductions of facilitators, background information about the MPO, staff profiles, and information about how participants can get involved. In between sections,

OahuMPO facilitators conducted polls using Mentimeter to engage participants and gather data for evaluation.

The virtual open houses were attended by an array of participants, both new voices and recurring community voices. The attendee list included OahuMPO committee members, government employees, university students, and community members. OahuMPO received positive feedback regarding the engagement strategies and ideas for further content. A few of the comments provided by the participants are as follows:

- Great job, nice way to introduce OMPPO. Would be nice to understand how OMPPO works with climate planning. Eg DTS and HDOT in prioritizing surface transportation, increasing bike/alt transportation options, community issues and community suggestions
- Great job! Nice to hear more about the OahuMPO and what's coming up next, especially during COVID! You guys are vital to our economic recovery!
- Background information on OahuMPO was very helpful, and I like your staff members' preferred method of transportation.

- I came in late, and not sure if I missed it, an organization chart to visualize where the Oahu MPO with the city, state, and federal. I may have missed it but I think that you might want to include a brief history and what projects completed.

Part of our engagement efforts is to evaluate how well we reached the community, based on who attended? The following charts are provided to give insight to our participants demographics. For clarity, we created charts that show a comprehensive view of all participants, however, we also have included individual charts for each event in the appendices. These are important to refer to in efforts to understand how the date and time of the event affected participation.

What is your race?

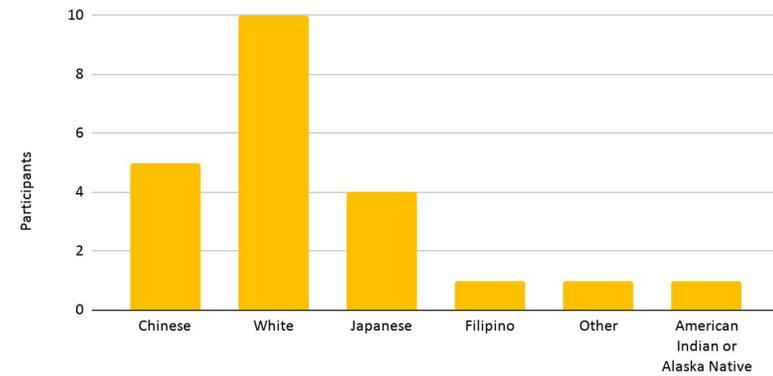


Figure 1 Demographics of Participants - Race

Are you of Hispanic, Latino, or Spanish origin?

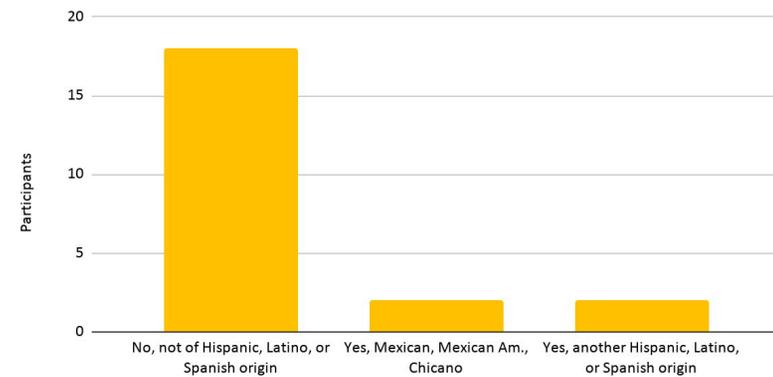


Figure 2 Demographics of Participants- Hispanic, Latino, or Spanish origin

What is your gender?

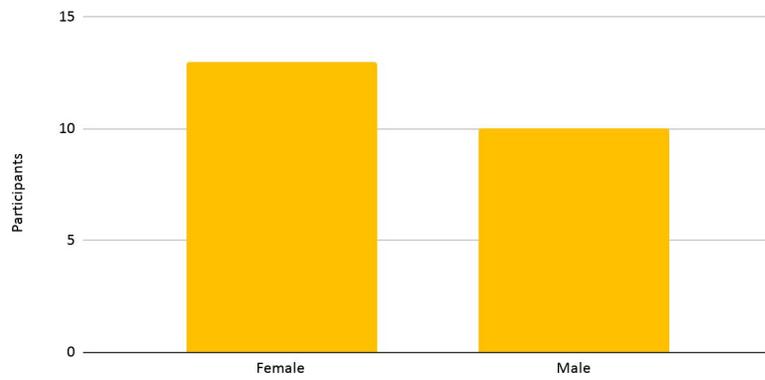


Figure 3 Demographics of Participants - Gender

What is your household income?:

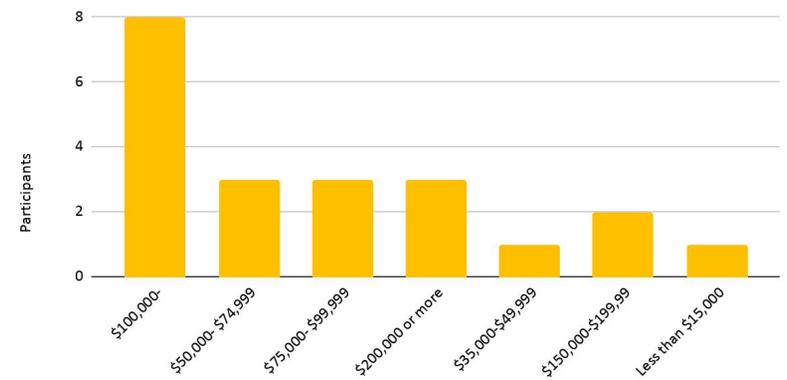


Figure 5 Demographics of Participants - Household Income

What is your age?

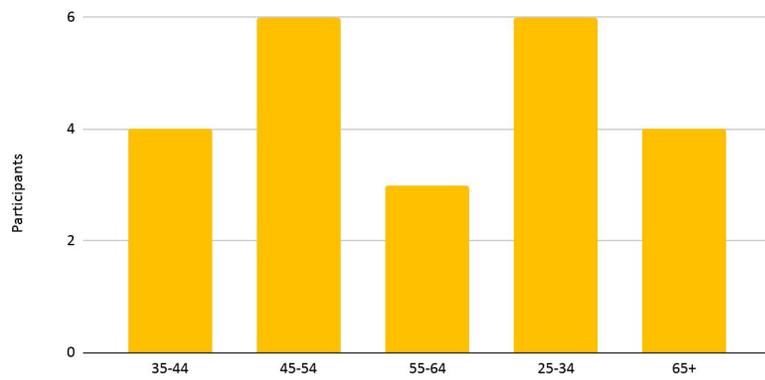


Figure 4 Demographics of Participants - Age

How many people are in your households?

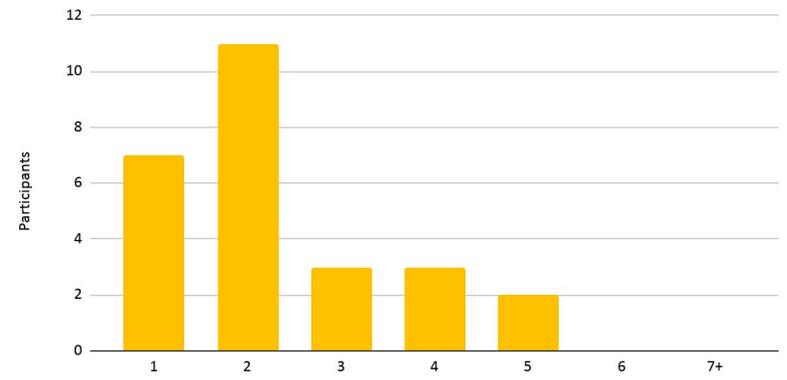


Figure 6 Demographics of Participants - Household

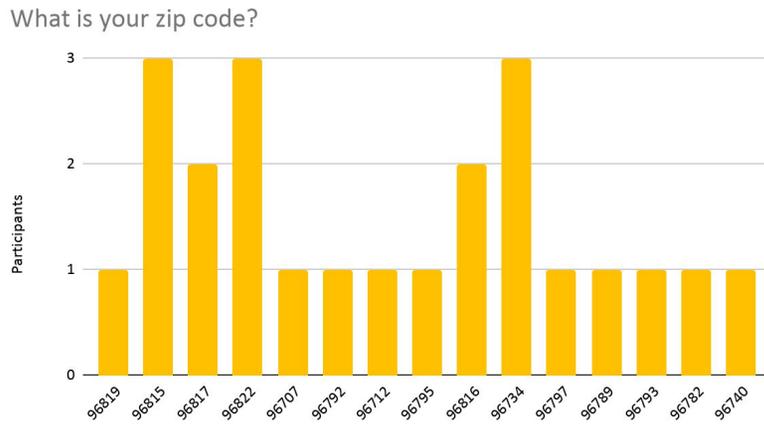


Figure 7 Demographics of Participants - Zip Code

The virtual open houses had 31 attendees, which is a small number, but still positive considering this is OahuMPO's first attempt to host this sort of event. Attendees reported that they were informed of the events via social media, OahuMPO newsletters, committee meetings, community organizations, HDOT press releases, and family members.

The virtual open houses did have a diverse set of participants, spanning age ranges, income brackets, household incomes, gender, and languages. We also had participants from 15 island zip codes. There were demographic areas in which we missed, including those under 18, those 19-24, larger families of 6 or more, those

of Hispanic heritage, and those identifying as gender X. We also noted that participants identified themselves in the higher income brackets, with the lower income brackets having less representation. We did not see participants that identified as African American, Korean, Asian Indian, Vietnamese, or Samoan. As we know transportation affects all of us, especially those who are typically underserved, and it is vital that we continue to expand upon our engagement to ideally reach all demographics equitably.

Overall, OahuMPO felt positive about the outcome of the virtual open houses. The feedback we received will help us improve upon content as we intend to utilize this strategy on a bi-annual basis. We feel we achieved our goal for this strategy which was to facilitate an opportunity for the community to ask questions about what the MPO does, who the staff is, and how they can get involved. Based on our feedback, we feel confident we were able to cultivate new and strengthen existing relationships to move toward an informed citizenry that has a foundation of trust for future engagement efforts for required products and planning endeavours island wide.